



International News Media Association

PRODUCT & TECH TOWN HALL

A free livestream event on Wednesday, November 20, 2024

Mission

How media organisations can utilise technology and develop standout products, creating offerings that delight customers and enhance business growth



Product & Tech Initiative Advisory Council



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2024 themes of the Product & Tech Initiative



**STAYING NIMBLE IN A LEGACY
LANDSCAPE**



**FLUID CROSS-PLATFORM MEDIA
EXPERIENCES**



**FOUNDATIONAL PROCESSES THAT
SUPPORT THE BUSINESS**

Town Hall poll

**What has been top of mind
for you this year?**

Top long-term c-suite challenges



Source: INMA survey of World Congress representatives of 68 media companies, May 2023



Staying nimble in a legacy landscape

Staying nimble in a legacy landscape

There are effectively two things that keep a media organisation nimble:



Team & culture



Tools & technology

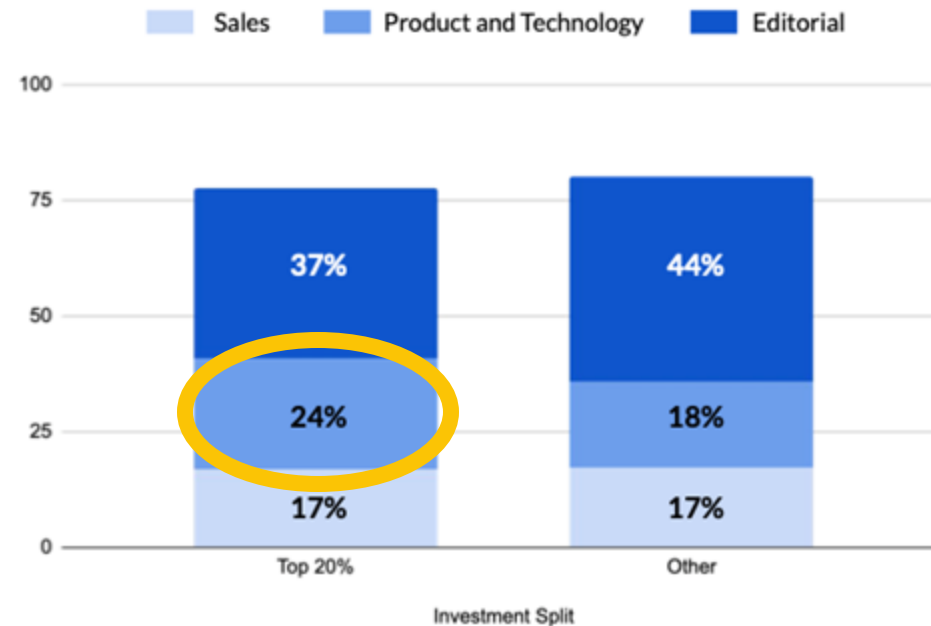
Tools and technology

There is a correlation between spending on **product + tech** and **financial performance**.

Invest in robust distribution for your content pays dividends.

The interplay between efficiency and investment

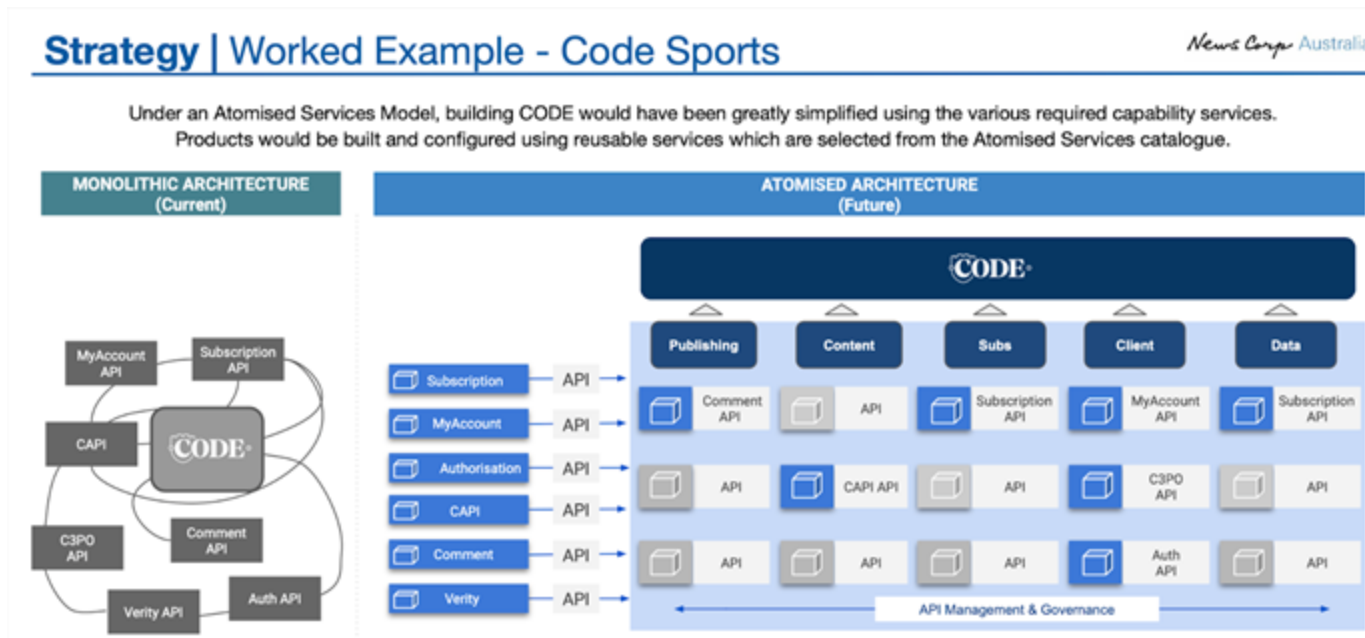
Allocation of costs (excluding *Print* and *Other*) comparing top performers and others



Move to modular tech stacks

Very few news organisations have the resources to build and maintain technologies. Let alone ability to maintain them at the pace of adaption needed to stay relevant.

Move from monolith tech stacks to modular tech stacks. Giving the ability to switch in and out components to make the most of innovations and changing 'best in breed'.





Fluid cross-platform media experiences

Seamless cross-platform experiences

More places for content to live

Different formats work on different platforms

Different users want different formats

Technology advancements aiding us in content production

Who we are, our brands, must be clear



Interfaces are changing



PIKKU-FINLANDIA

“We’re in an era of liquid content where we watch audio, listen to text, and read video.”

**Mika
Rahkonen**
Head of
Strategy
YLE
Finland



Foundational processes that support the business

Process is king

OK, this will never be the exciting thing

Getting it right is rarely rewarded

But getting it wrong can be catastrophic: just think about cyber-security



Lessons from our mobile Web master class

What needs most improvement on mobile Web site?

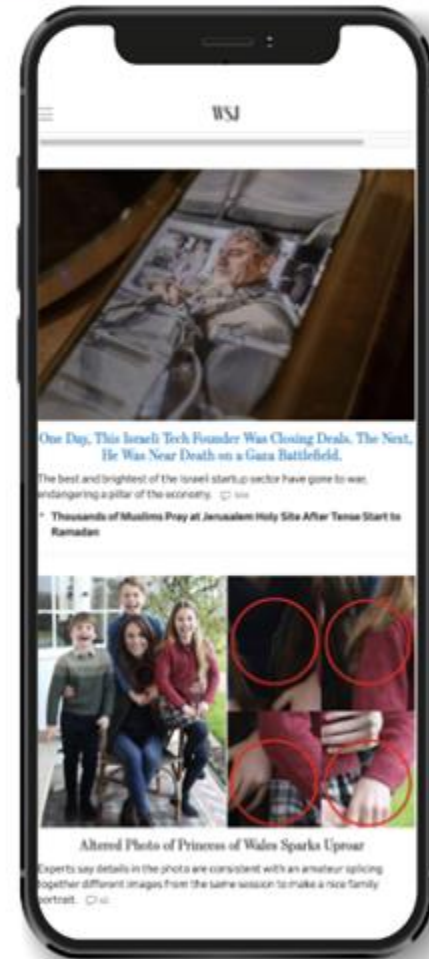


* Poll during an INMA masterclass March 2024 with 50 responses

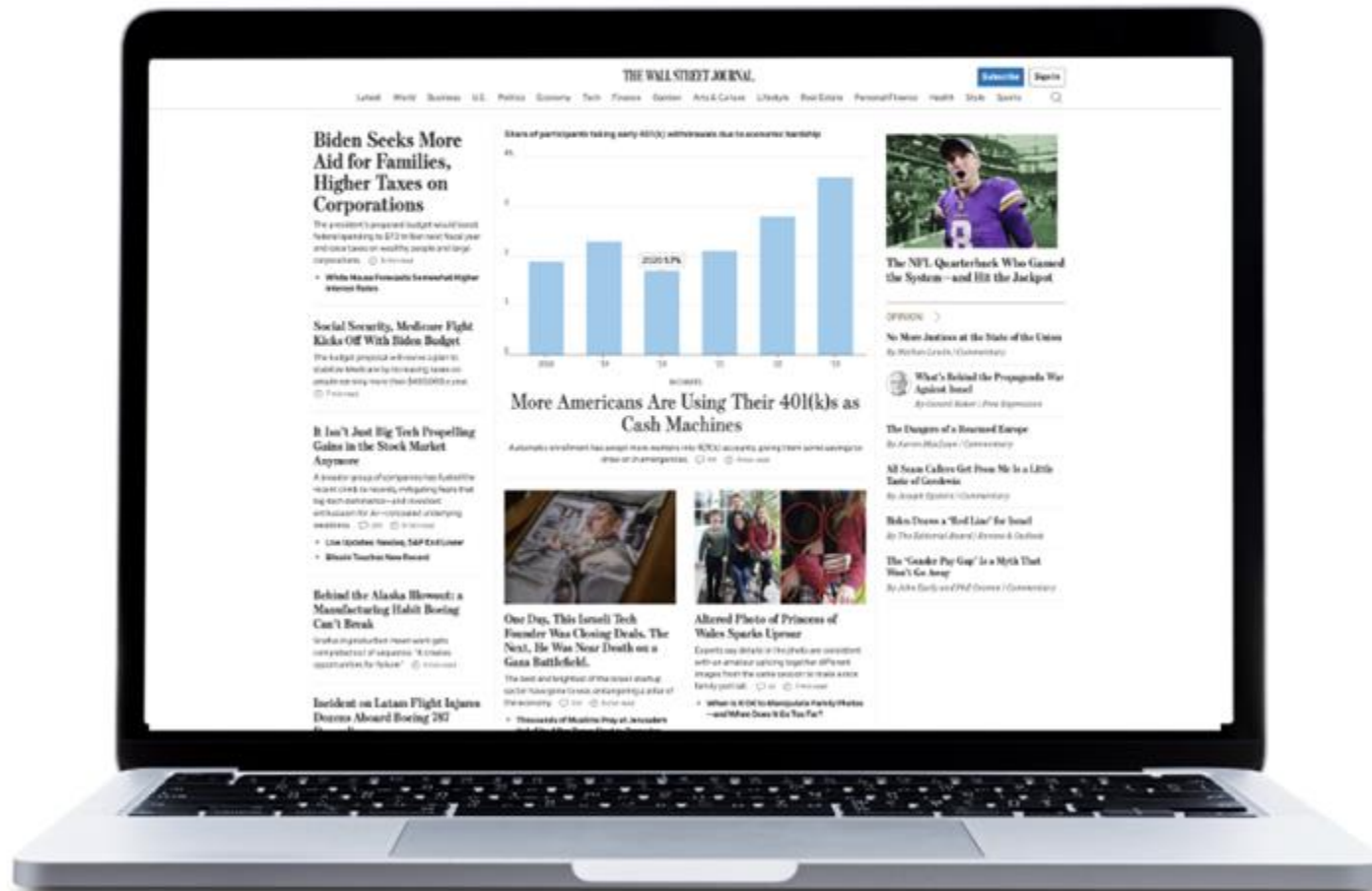
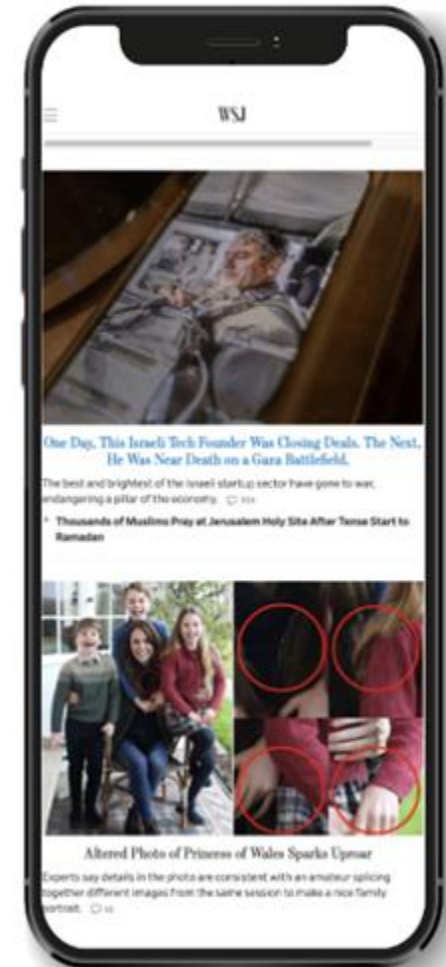
As an industry we talk mobile first...

Because that's where are audiences are.

We know it's essential to our business.



...yet we do everything on desktop



Think conditions first

[Insight #1] Mobile users typically have their phone with them throughout the day, in moments of spare time they often use their device as a **way of filling time**.

[Insight #2] Mobile devices are **well-placed for multitasking** and the morning is a key time for this. Pain-points often occur when users can't multitask.

[Insight #3] Mobile devices are convenient, a means to an end and are **constantly available** to users.

FT

Conditions & Features, Not Devices

INPUT METHOD	Touch	Keyboard/ Mouse	Hybrid	Speech	Joystick/ Analog
SCREEN SIZE	Extra Small	Small	Medium	Wide	
NETWORK SPEED	Slow (EDGE/GPRS)	Medium (3G)	Fast (5G)	Broadband	
NETWORK CONDITION	Spotty, high latency	Reliable, stable	Primarily Offline		

Simplify and de-clutter: screen

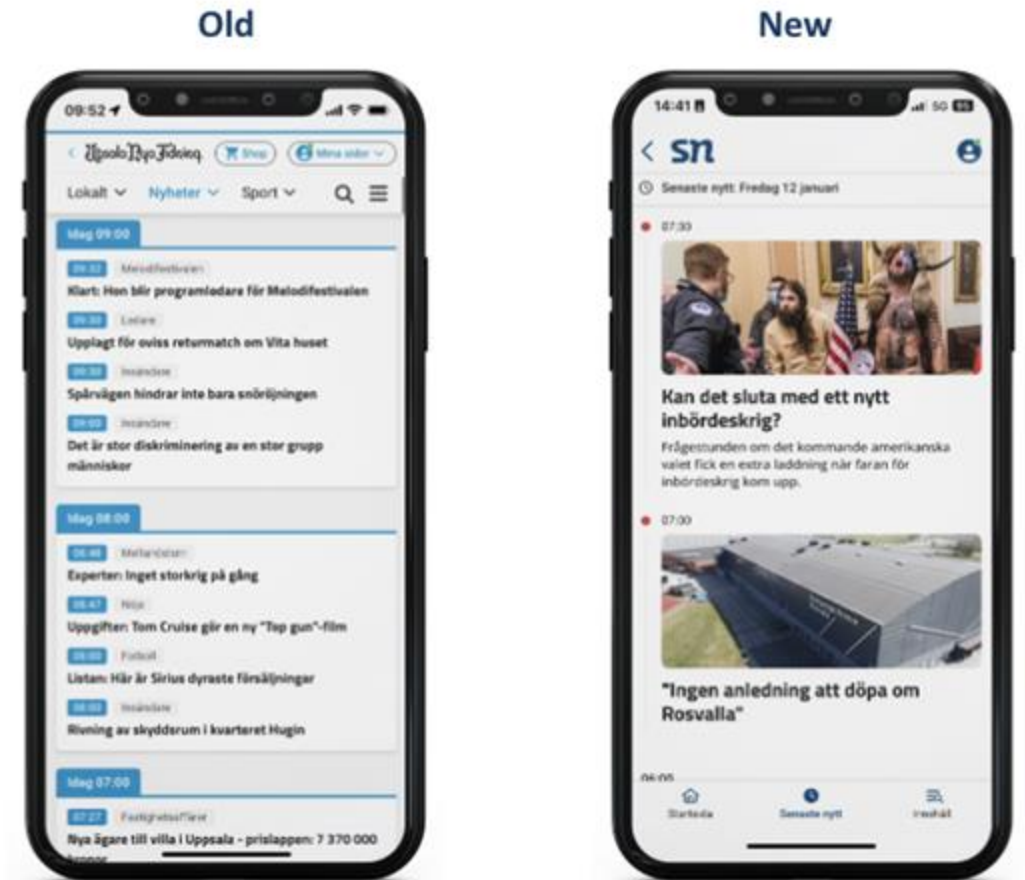
Don't compact a lot into a small space

More $\neq$ more

More = harder to view

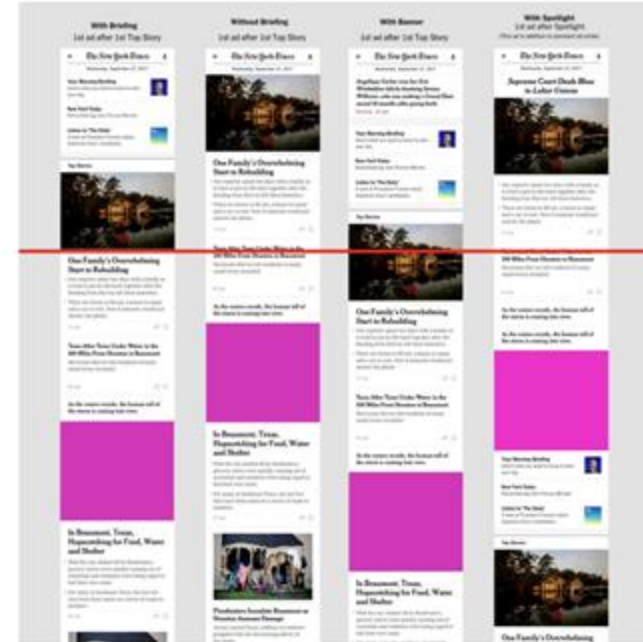
Clear, easy to view and navigate. Make it easy to visually appealing, and effortless to click.

- Visuals are vital
- Consider line lengths and image crops
- Responsive images are a great option
- Collages give control over story
- Shorter headline are better on mobile



Four golden rules of advertising

1. Ads should fit with your content in terms of size and style.
1. Images should lead.
1. Ensure the ads work to constraints with speed load so both site load and viewability are improved.
1. Combine ad spots with first-party data, to push prices up and lead to better ad relevance for consumers and effectiveness for advertisers.





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